

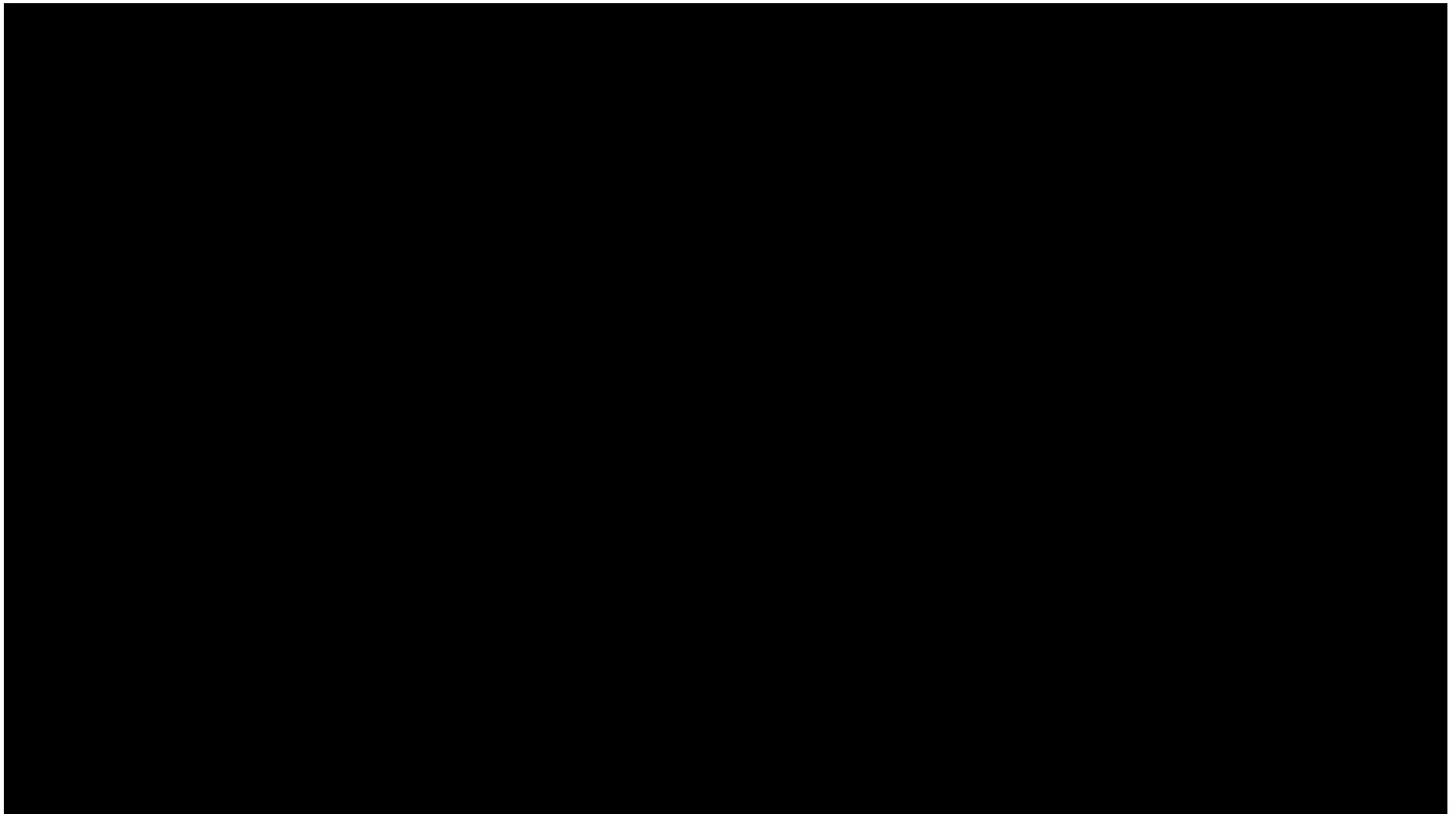


# Marketing Tobacco Products to Youth and Young Adults

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# Tobacco Industry Marketing

	<u>All States</u>	<u>Arizona</u>
2010	8.49 Billion	90.5 Million
2011	8.82 Billion	104.1 Million
2012	9.60 Billion	108.50 Million

More than \$26 million per day nationwide



# Tobacco Industry Marketing

- The majority of those expenditures (95.6% or \$8.7 billion) still go to

**Price discounts,**

**Point of sale advertising and**

**Promotional allowances** that make cigarettes more affordable and ensure prime retail space.



# Tobacco Company Advertising Still Attracts Youth

- 2007 American Legacy Foundation (Truth Initiative) Report found that 78 percent of youth (ages 13-18) usually smoke the three most marketed brands: **Marlboro, Newport and Camel.**
- 2013 National Survey on Drug Use and Health found the same trend: among youth 12-17 years of age: **47.6 percent prefer Marlboro, 22.4 percent prefer Newport and 15.1 percent prefer Camel.**



# In-Store Tobacco Marketing Strategies Reaching Kids

- In 2012, the Surgeon General reported that tobacco marketing at the point of sale is associated with youth tobacco use.
- According to data from the National Youth Tobacco Survey, 81.5 percent of middle school students and 86.9 percent of high school students were exposed to tobacco advertisements in stores in 2011.



# The 2011 California Tobacco Advertising Survey

- Stores contained nearly **20 tobacco marketing materials**, on average.
- The proportion of stores with tobacco advertising at or below three feet **increased** significantly from 2008 to 2011.
  - Nearly half of convenience stores (47%) had at least one tobacco advertisement at or below three feet, and one in ten had tobacco advertisements near candy.



# Cigarette Ads in Magazines with High Youth Readership

- Advertising in youth-oriented magazines (at least 15% youth readership or two million youth readers) increased from \$58.5 million in 1998, before the MSA, to \$67.4 million in 1999.
- Ads for each of the top kid brands still reached more than 80 percent of U.S. youth an average of 17 times
  - This greatly exceeds what the advertising industry considers adequate for effective reach.





# Cigarette Ads in Magazines with High Youth Readership

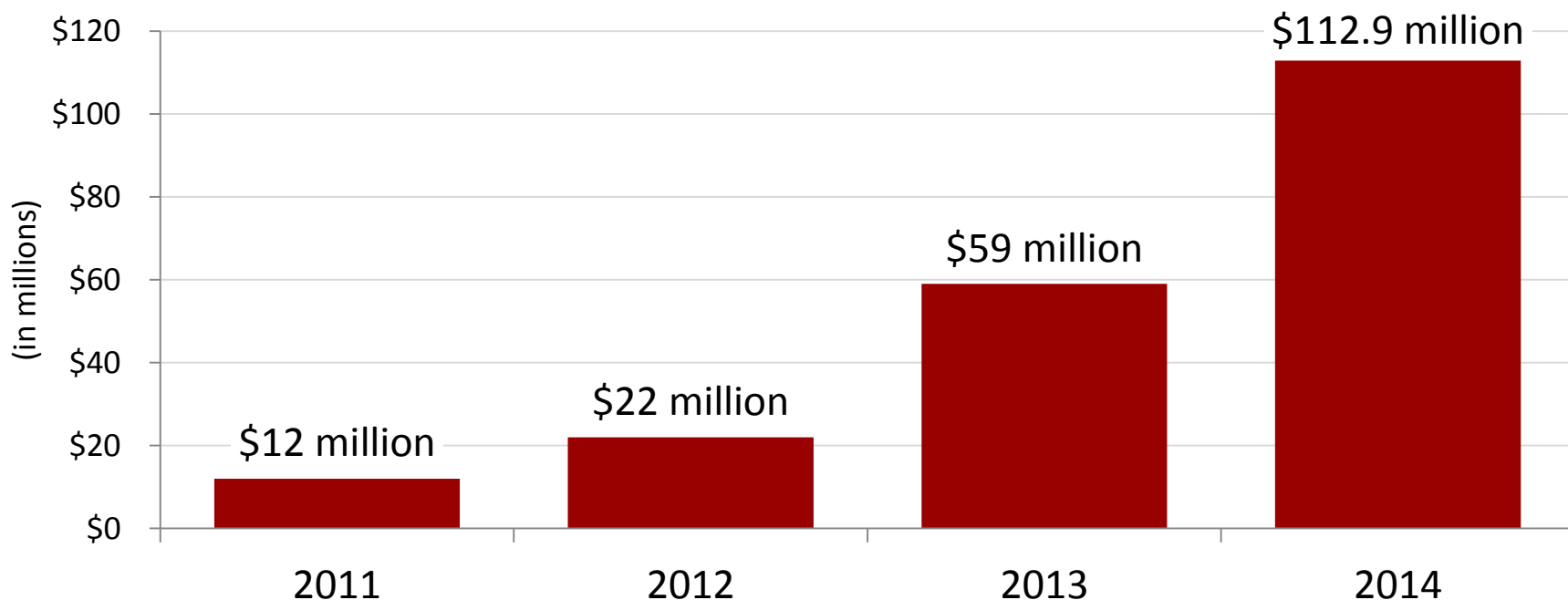
In April 2013, after a five-year hiatus, RJR resumed placing cigarette ads in magazines popular with youth to promote its Camel Crush cigarettes.

- Data shows a total teen readership (12-17 years old) of 12.9 million for just nine of the 24 magazines involved at that time— *Entertainment Weekly*, *ESPN the Magazine*, *Sports Illustrated*, *Rolling Stone*, *People*, *Glamour*, *InStyle*, *US Weekly* and *Vogue*.
- The total teen readership for all 24 magazines would be millions more.



# E-Cigarette Marketing

Rapidly increasing expenditures (TV, print, radio, outdoor, internet):

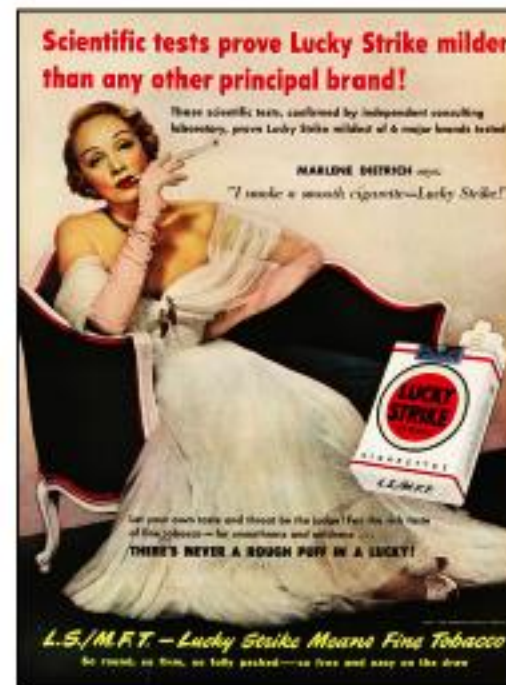


Likely underestimates spending because some strategies widely used by e-cigarette companies (i.e., social media, sponsored events) excluded from this calculation.

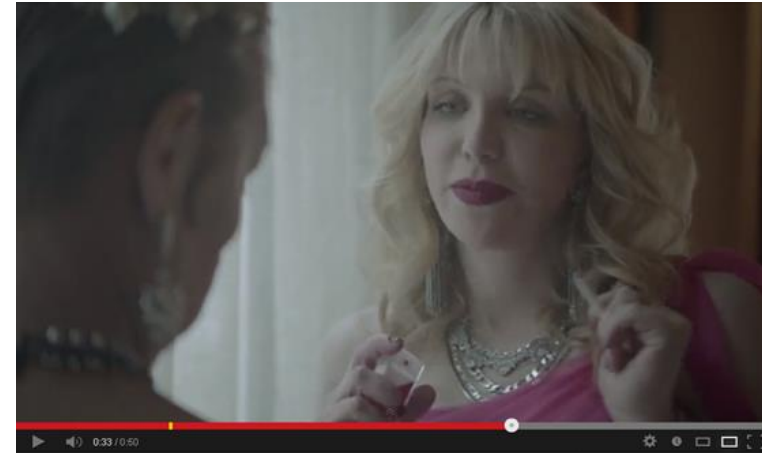
Sources: Kornfield, et al., 2014; Durbin, et al., 2014; Dutra, 2015.



# E-Cigarette Companies Are Copying Big Tobacco's Playbook



# Celebrities



NJOY Presents: Relax...It's Courtney Love!



Electronic Cigarette Katherine Heigl smokes Electronic Cigarette on David Letterman

**NJOY Presents: The Official NJOY YouTube Channel**  
Shared publicly - Mar 6, 2014 #RobertPattinson

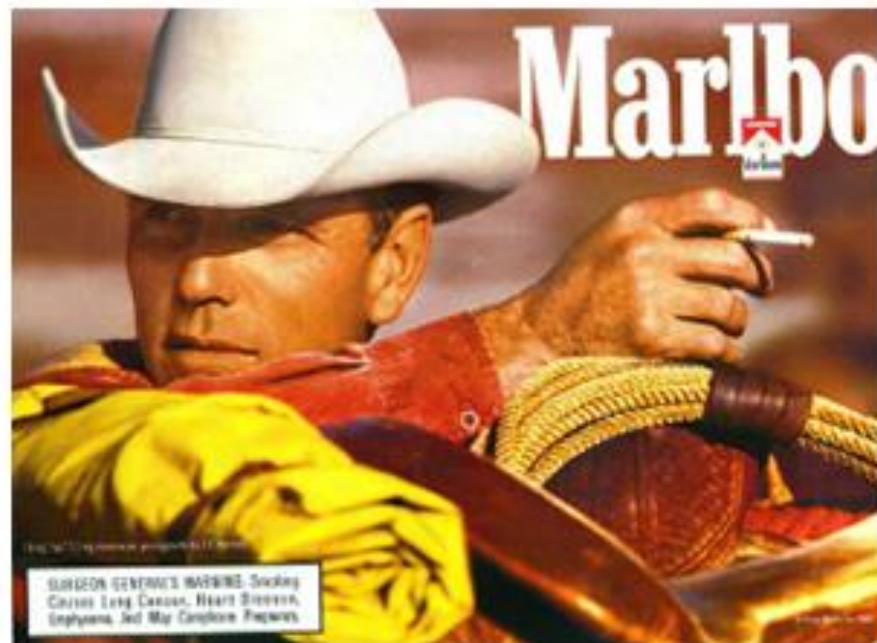
Looks like #RobertPattinson made the switch to NJOY!

#winning #ecigs #FTW #NJOYment

2014-03-06  
2 photos



# Magazine ads feature the rugged man...



...and glamorous women



# They know sex sells...

2012  
Only Comes  
Once



MAKE THE SWITCH TO blu<sup>®</sup> ELECTRONIC CIGARETTES

This year, resolve to make the most of your opportunities by making the switch to blu. With only five ingredients, blu produces no ash, no smell, only vapor, which means it's perfect for restaurants, bars, and your trip around the bases. You control the nicotine. You control when and where you want to smoke. The rest is up to her.

flavors: Dark Tobacco, Huguoban World, Cherry Lady, Wild Tobacco, Ice Ice

[blucigs.com](http://blucigs.com)

Available Now at Target and Other Fine Retailers

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains chemicals known to the state of California to cause birth defects or other reproductive harm.



IB  
KOOL

Smoking Causes Lung Disease, Heart Disease, Emphysema, May Complicate Pregnancy and Cause Infertility, Stillbirth and Low Birth Weight.





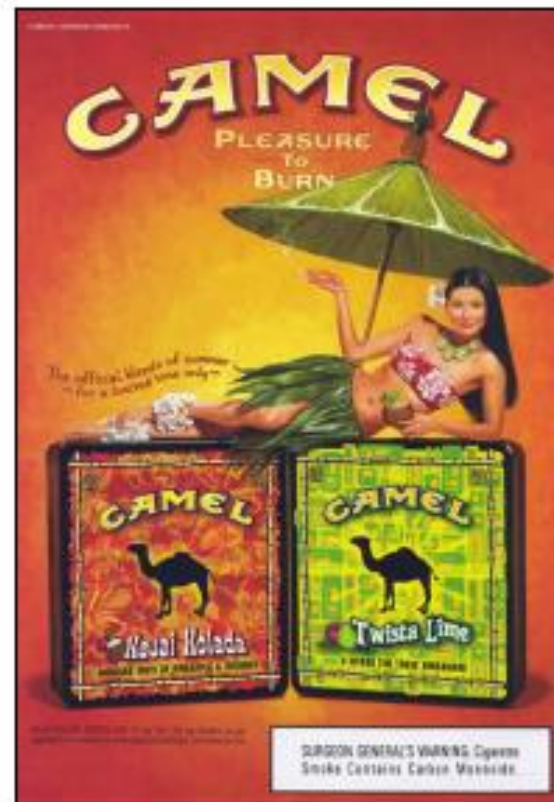
# They sponsor sports ...





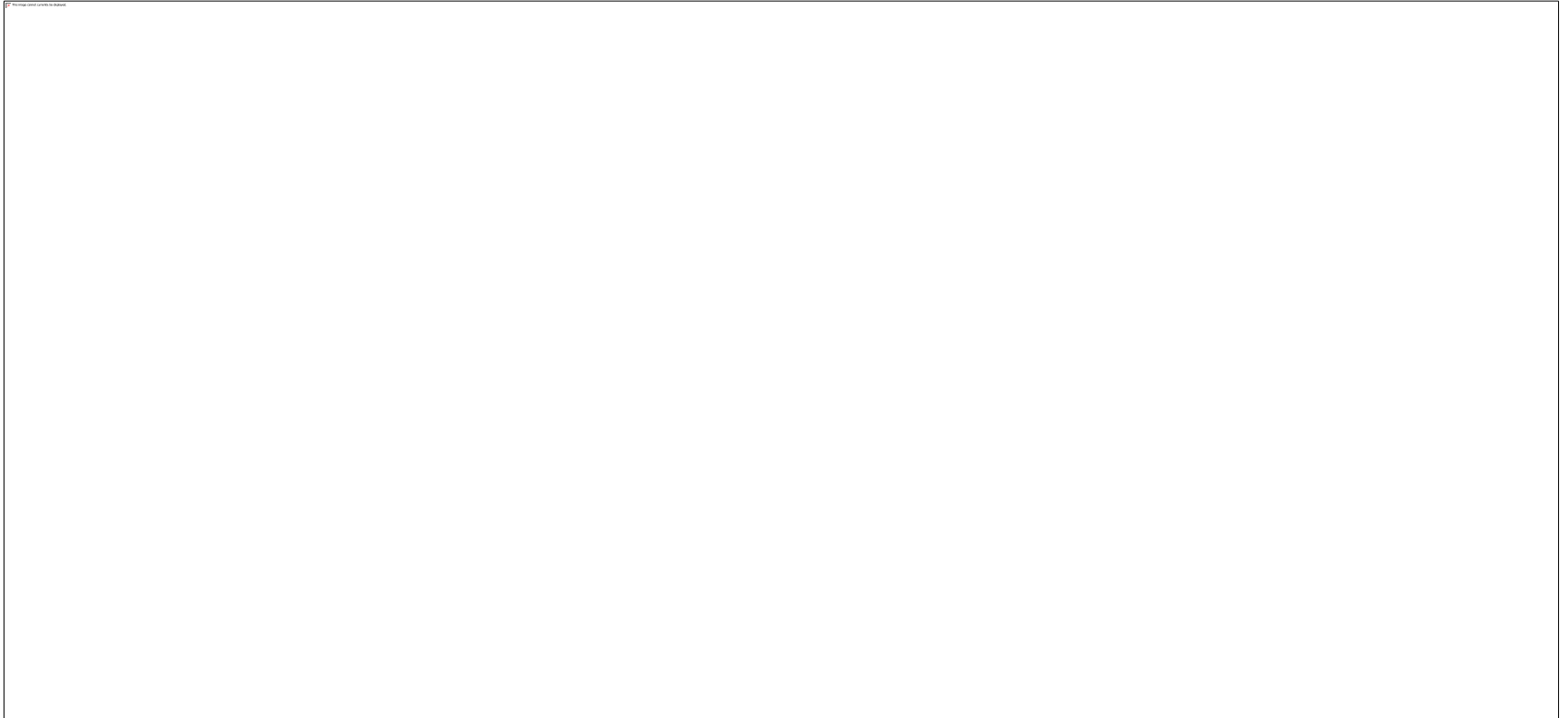


# Their products come in sweet flavors





# They use cartoons



# Their ads say, "Switch, Don't Quit."



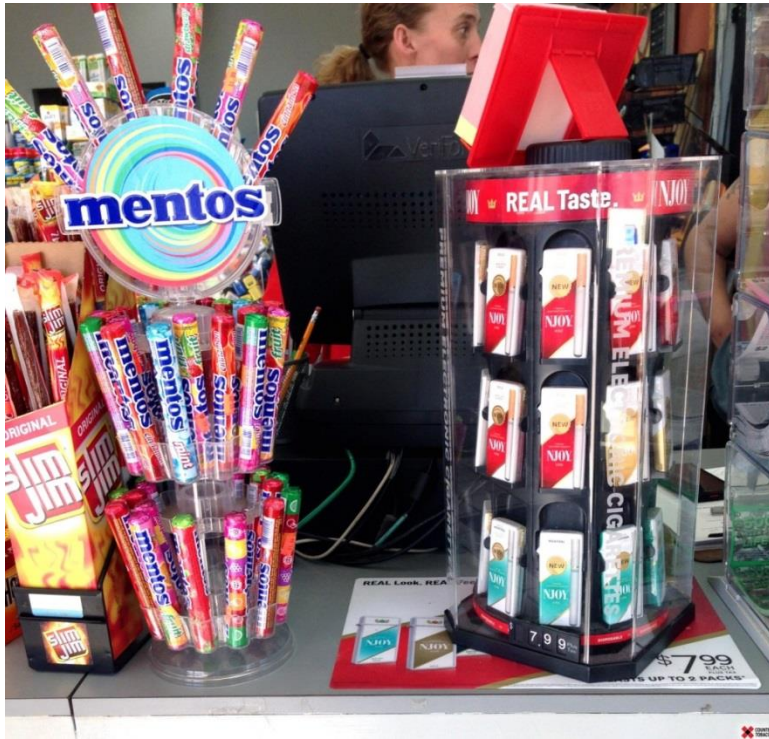


DEAR SMOKING BAN,



**blu ELECTRONIC CIGARETTE**

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to

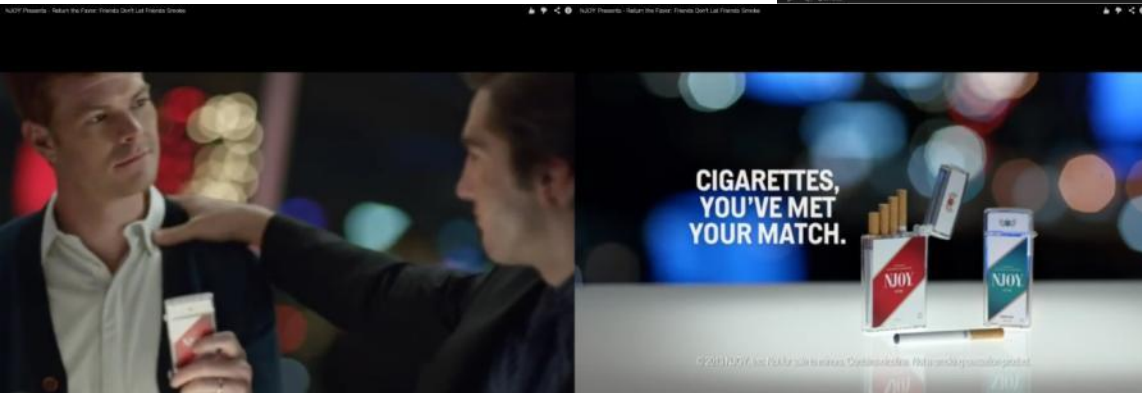


# Point-of-Sale Marketing



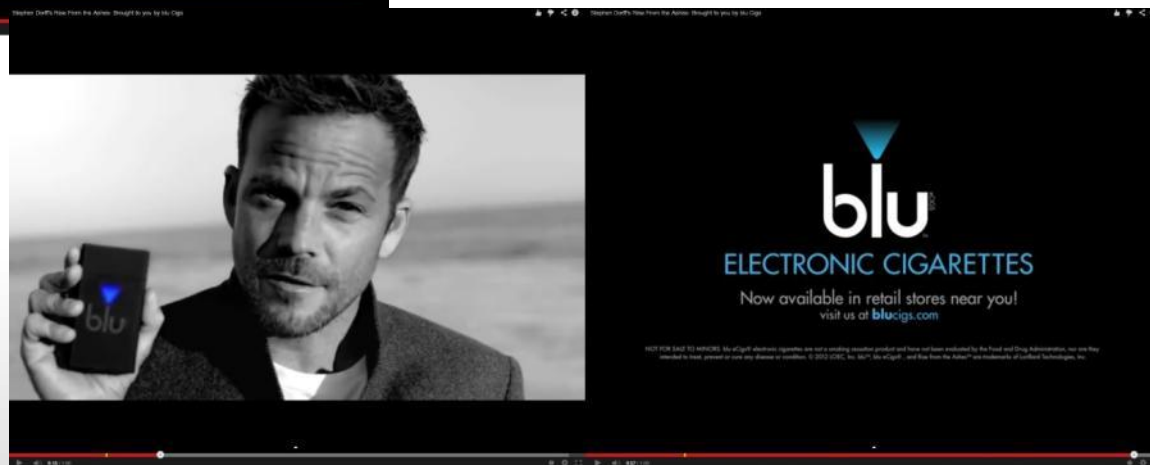


# TV ads



***“There was a time when no one was offended by it. That time has come again.”***  
(2013 FIN Commercial)

***“Take back your freedom”***  
(2013 blu Commercial)





Vintage Chesterfield Ad (date unidentified)



Vintage Lucky Strike Ad (1935)





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vapedaily.com

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vapemadhatter Good morning ☺ Making a cup of coffee while vaping on some delicious blueberry glazed donuts 🍩 You guys have to try this ADV by { @vapemadhatter } the sweet glaze inhale with a sugary blueberry exhale mmmm ☺ ☺ I'm in love with this spot on flavor of the most amazing blueberry donut

Photo By @pixxieclouds #Repost

#Vape #VapeStagram #hypejuice  
#VapePorn #VapeLife #handcheck  
#vapedaily #alldayvape  
#vapecommunity  
#vapepen#ehookahpen #ecig #ecigs  
#shisha #eliquid #ejuice#vaporizerpen  
#vapinglifestyle#premiumeliquid  
#VaporizerKit#VaporizerKits

view all 31 comments

billy\_derossi @nellysjuicebox

vapersedge Been seeing this all over instagram. Sounds amazing. Would love



Add a comment...



Mad Hatter Juice Instagram post, 8/1/15, <https://instagram.com/p/52VsFMhGWz/>



# Non-Policy Activities

- Prevalence surveys
  - Introduction of new products and resulting changes in tobacco use trends require improved, more detailed surveillance
- Monitor new product releases
- Monitor compliance with FDA regulations
- Monitor store marketing and promotions
  - Ads, pricing
- Watch for harm reduction proposals
- Share what you find!



# Resources for Monitoring

- [www.countertobacco.org](http://www.countertobacco.org)
- [www.storealert.org](http://www.storealert.org)
- [www.trinketsandtrash.org](http://www.trinketsandtrash.org)
- Sign up for direct mail and use the coupons (they get better the more you use them)



# What can you do?

- Educate youth about e-cigarettes:
  - National Institute on Drug Abuse (NIDA) for Teens: <http://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes>
  - Teen Smokefree.gov: <http://teen.smokefree.gov/e-cigs.aspx#.Vg6WIPIVhBd>
  - Orange County, CA: <http://notsosafe.org>
- Information for clinicians:
  - American Academy of Pediatrics (includes reference guide for clinicians): <http://www2.aap.org/richmondcenter/ENDS.html>
- Stay in the loop with advocates on state policy efforts
- Help build the record for FDA to take action
  - Proactively submit information to FDA on industry marketing, violations of the Act, etc.
  - Respond to requests for public comment